



The
**SNOW-WHITE
LINING**

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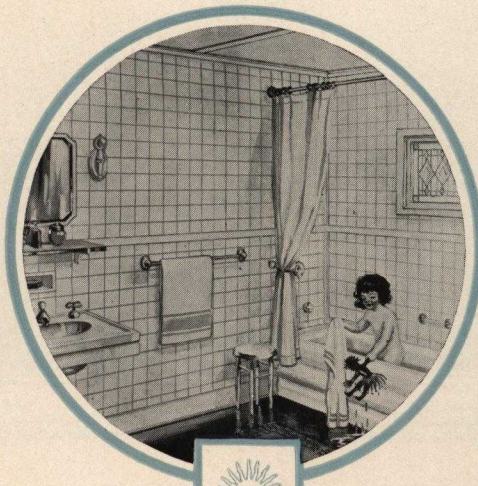
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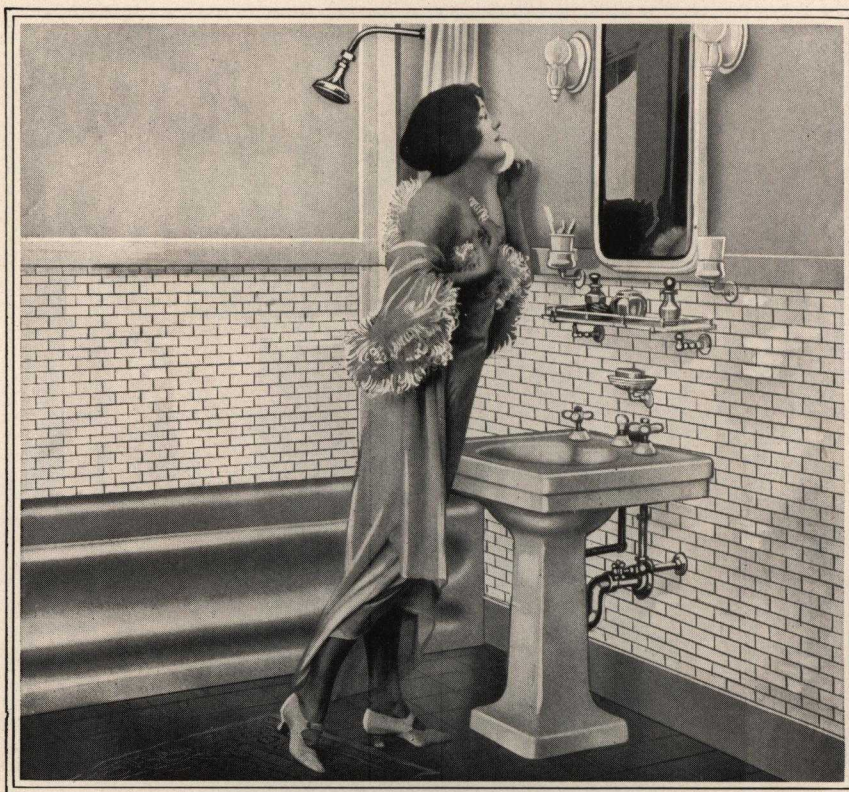
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From the collection of:
Alan O'Bright

UPSON FIBRE-TILE



THE UPSON COMPANY
FIBRE BOARD AUTHORITIES
LOCKPORT, N. Y.



The finer the bathroom, the more Upson Fibre-Tile adds to its beauty. Note what an appropriate setting the wainscot of Upson Fibre-Tile makes for the modern fixtures in this attractive bathroom, furnished with products of the Standard Sanitary Manufacturing Company.

The Snow-White Lining



OO often, in planning a home, the bathroom and kitchen are neglected. Yet these rooms, almost more than other places, should possess an air of refinement and sanitation which will leave its impress upon every one who enters them.

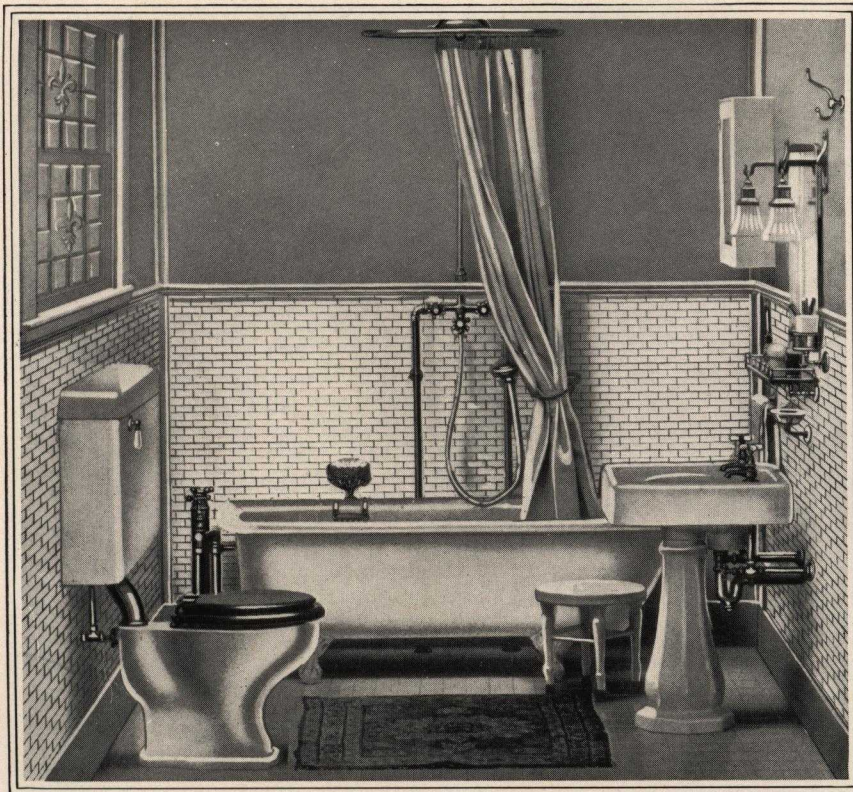
You perhaps have admired and envied bathrooms and kitchens in the homes of friends, but did not realize that equally artistic and practical effects could be secured in your own home at comparatively little cost.

Upson Fibre-Tile looks like ceramic tile but costs far less

Ceramic or encaustic tile, good as it is, has certain fundamental disadvantages:

- (a) It will split or crumble under wall strains due to settling of building.
- (b) The unyielding hardness of the material causes it to chip, splinter or crack under sharp blows.





Upson Fibre-Tile is particularly adapted for use in bathroom equipped with shower and spray. Accidental splashes on this Upson Fibre-Tile wainscot can be easily wiped off without leaving spots. The owner of this beautiful bathroom is never embarrassed when visitors come.

(c) Soon after installation, individual tiles often develop minute cracks or "crazes" in the surface.

(d) Tile is heavy and often requires special construction or reinforcement of building.

Upson Fibre-Tile makes it possible for every one to have beautiful, sanitary, snow-white walls in the bathroom or kitchen—walls which will rival those in the most expensively appointed homes.

Modern sanitation demands that such a lining will not collect or hold dust—that it will not disintegrate or loosen from the effects of moisture and heat—and that it will not throw into the air any impalpable fine powder or chemical which is destructive to the lungs or mucous membrane.

Upson Fibre-Tile is made of clean, strong, wiry wood fibers, mostly spruce, formed under enormous pressure into panels nearly a quarter of an inch thick, four feet wide and from six to twelve feet long.

It is permanently embossed in two tile-like patterns, oblong and square, giving the same beautiful effect that is produced by ceramic



What a relief to know that splashes and little finger prints can be easily and quickly wiped off the walls of this Standard Sanitary Equipped bathroom. This beautiful Upson Fibre-Tile wainscot has been applied right over the old, cracked plaster.

tile. The oblong pattern is usually used for wainscoting, with Upson Board upper walls, while the square pattern is recommended for use where the entire wall is to be tiled.

Upson Fibre-Tile is finished with flat paint and enamel after being applied to the walls.

Just imagine your bathroom with a wainscot of spotlessly white Upson Fibre-Tile—upper walls in a dainty green or blue and the ceiling in soft cream—with perhaps a deftly-stenciled border of water lilies or sea gulls to enhance the general effect. Or, if you prefer solid tiled walls, imagine them entirely covered in glistening white Upson Tile.

Or think of your kitchen—where so many hours are spent by the women of the house—with a white or ivory wainscot of Upson Fibre-Tile and upper walls of sunny yellow! What a comfort it would be to feel, and know, that these walls could be kept immaculately clean, free from the smoke and fumes of cooking.

You can have such walls at moderate cost! Upson Fibre-Tile and Upson Board are inexpensive and the cost of applying them is comparatively *little*. They are a source of *never-ending* satisfaction!





This clean, attractive kitchen is in the remodeled home of the president of a large manufacturing concern in New York. Accidental splashes from pots and pans can easily be washed off the Upson Fibre-Tile wainscot. Heat and steam have not marred the beauty of this snow-white lining.

***Upson Fibre-Tile is permanently beautiful
and sanitary***

One of the best known hygienic authorities states that he knows of no other material having so many requirements of an ideal lining for bathrooms and kitchens as Upson Fibre-Tile. It cannot be considered a substitute for ceramic tile, because in many ways it is *superior* to it. It is also a decided improvement over the ordinary substitutes.

In addition to its cleanliness and beauty, one of the most noteworthy characteristics of Upson Fibre-Tile is its durability. It is as enduring as metal, stronger than plaster, and far more permanent than coverings simply *stuck* to the wall. Steam and water have little or no effect upon Upson Fibre-Tile. It is a good non-conductor of sound, heat or cold—far better than tile, hard plaster or steel.

Upson Fibre-Tile cannot loosen, crack or fall

Unlike plaster, or even ceramic tile, walls finished in Upson Fibre-Tile cannot crack or loosen with the settling of the building, the shrinkage of framework, or as the result of strains or jars.



Upson Fibre-Tile is fittingly used in the finest of homes as well as the modest cottage. The square pattern has been used here as a wainscot, and makes a beautiful, easily-kept-clean background for the "yard-high" sink, a product of Standard Sanitary Manufacturing Co.

Moreover, weighing about one tenth as much as ceramic tile, Upson Fibre-Tile does not require special construction or re-enforcement of the building. When necessary to get at concealed plumbing, a panel can be easily removed and replaced without material damage.

Another very desirable characteristic is the fact that the panels of Upson Fibre-Tile can be refinished like woodwork, whereas most other materials must be *replaced*.

Easily and quickly applied

Any carpenter can quickly apply the panels of Upson Fibre-Tile any month of the year without delay, muss or inconvenience. The unfinished panels are applied direct to the studding in new construction—or to furring strips over old plaster—with Upson Self-Clinching Fasteners, the *only method* of holding wallboard panels securely in place from the back. There are no nail heads to countersink or nail holes to fill, therefore, no disfiguring nail head depressions to mar the beauty of the finished job.

The application of the board should not take more than a day in the average bathroom or kitchen.



Upson Fibre-Tile costs less and gives more satisfaction

The material for an average bathroom, *without* any allowance for openings, with a wainscot of Upson Fibre-Tile and upper walls and ceilings of Upson Board, should cost less than \$20.

Architects and contractors of authority have carefully estimated that ceramic tile is ordinarily *ten* times as expensive as Upson Fibre-Tile when applied and decorated; that hard cement or plaster is *three* times as expensive; and that pressed steel and metal are *twice* as expensive.

In giving these estimates, which were obtained from various sections of the country, the contractors included the cost of application and decoration. There should be no marked difference, however, in these comparative costs, wherever you live.

Most tile substitutes are unsatisfactory

Substitutes for ceramic tile are usually divided into two classes—(1) Permanent and (2) Temporary.

Among the so-called "permanent" substitutes are hard plaster, enameled metal and stamped steel.

Hard plaster is not satisfactory, because at best it is a crude, rough imitation of tile—expensive to finish and so brittle that ultimately it cracks beyond hope of repair.

Baked enamel on metal comes in small sheets which are cemented to wood sheathing. These loosen and develop unsightly blisters while the enamel may crack, craze and "yellow". They cannot be refinished.

Pressed or stamped steel tile designs are crude and conventional, rather costly to apply and paint, and hard to keep clean.

The "temporary" substitutes include brittle, enameled sheets of paper, tile-printed wall paper (temporarily waterproofed with cheap rosin varnish), oilcloth, and other coverings *pasted* to the wall. Most of these substitutes require a perfectly smooth, wooden background which materially increases their cost of application.

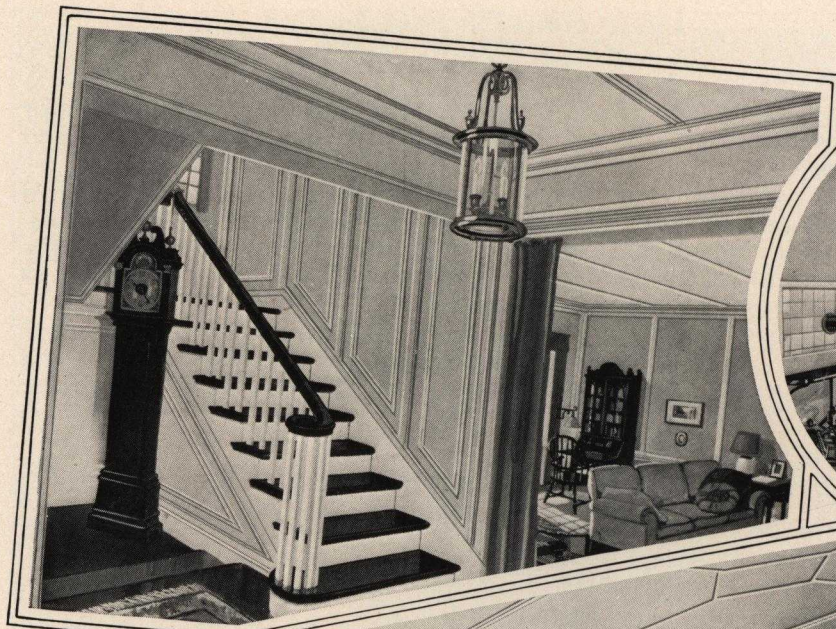
Moreover, such materials are objectionable from a sanitary standpoint, inasmuch as steam and water inevitably cause them to become loosened and create a place for vermin to lodge. They are invariably short-lived and expensive in the end.

Be sure that you get genuine Upson Fibre-Tile

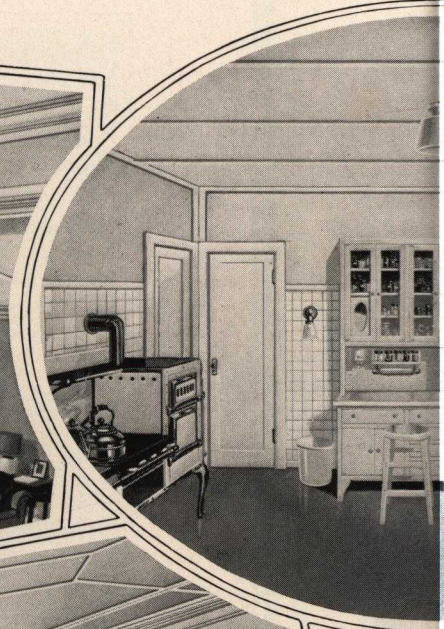
There is no comparison between Upson Fibre-Tile and products of a seemingly similar nature, most of which are punky and absorbent. Upson Fibre-Tile is different in every way!

In the first place, Upson Fibre-Tile is solid and compact. It is not "fluffed"—"a trick of the trade"—like some boards which permit the manufacturer to skimp on the amount of raw materials by filling the board with little air spaces. Such practices lessen the cost of manufacture, but "fluffed" boards are soft, spongy, and so weak that they easily pull from the nails. You can easily tell such boards because they crumble and break like a graham cracker when subjected to a little pressure.

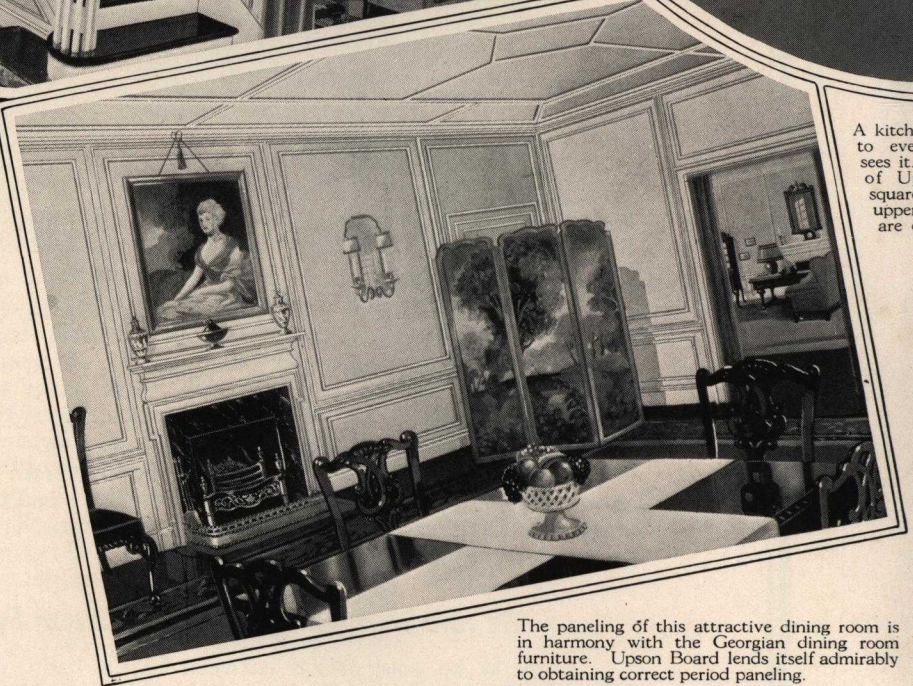




Upson Board is used exactly like fine wood in obtaining panel treatments of many designs. Note the two distinct panel treatments of the hallway and living room.



A kitchen that every one sees it. The square paneling on the upper wall are of U



The paneling of this attractive dining room is in harmony with the Georgian dining room furniture. Upson Board lends itself admirably to obtaining correct period paneling.



UPSON BOARD and Upson Fibre-Tile are fittingly used in the finest of homes. Regular $\frac{3}{16}$ in. Upson Board has built up the enviable record of less than one complaint to every 5,000,000 feet sold and used. It is extensively used in all kinds of buildings, being particularly adapted for ceilings.

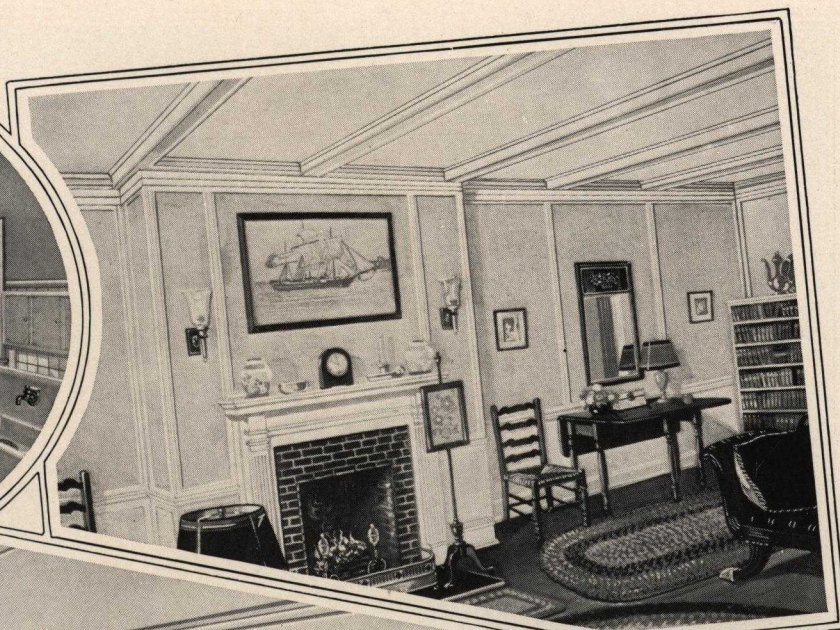
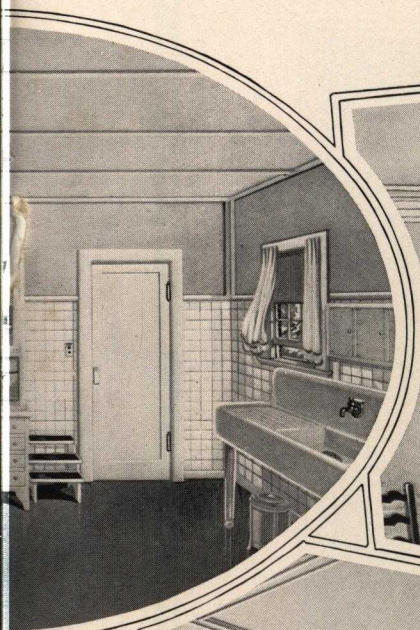
Now, there is also extra-thick, extra-strong Upson Board, ($\frac{1}{4}$ in.), a de luxe product which has contributed largely to the more extended use of Upson Board in fine buildings.

It has all the advantages of regular $\frac{3}{16}$ in. Upson Board, being made of the same high-grade materials,

fabricated and processed by the famous and exclusive Upson Process. It also has the beautiful *Super-Surface* which has given to Upson Board its merited reputation as the most beautiful board made in America.

It is far more durable than ordinary fiber-boards, or heavy brittle plaster-filled boards. In addition, extra-thick, extra-strong Upson Board, ($\frac{1}{4}$ in.), possesses extraordinary strength and rigidity which commend it to the most discriminating.

The cost of extra-thick, extra-strong Upson Board, $\frac{1}{4}$ in., is only a trifle more than regular $\frac{3}{16}$ in. Upson Board, amounting to only about \$2.00 for sufficient board to cover the ceiling of a room 12 x 16 feet.



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Fibre-Tile,
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nd ceilings
on Board.



The bedroom particularly needs Upson Board, for cracked and broken plaster is not conducive to rest and sleep. Upson Board walls and ceilings can never crack, chip or fall.

We will gladly furnish, free, detail blue prints showing exactly how the Upson Board should be applied to obtain the beautiful paneling in this Colonial living room.

Extra-thick, extra-strong Upson Board, ($\frac{1}{4}$ in.), comes in panels 48 inches wide and 6, 7, 8, 9, 10, 12, 14, and 16 feet long.

You can easily identify the genuine by the famous blue-center.

The principal drawback to the use of wallboard as an artistic wall covering has been the nail holes in the centers of the panels.

While it was possible to cover nail holes on the edges of the board by panel strips those on the exposed portion of the board presented difficulties. The small nails had to be countersunk and the depressions filled—a delicate and fussy job which took the carpenter's time, cost money, and was never entirely satisfactory

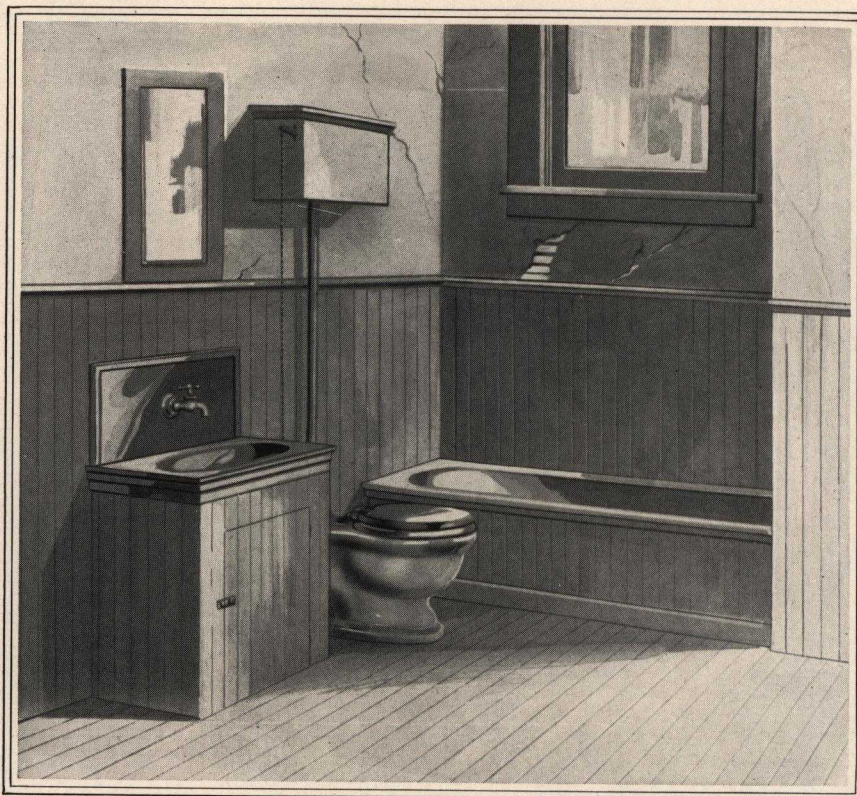
in the end, for the spots were always noticeable to some extent even after painting.

The Upson Self-Clinching Fastener is the only method of holding wallboard securely in place from the back.

The face of the board is not marred or disfigured. Yet one Self-Clinching Fastener holds more securely than nine finishing nails.

The Fasteners are easy to use. Including the time of countersinking and filling nail-head depressions they should cut cost of fastening panel centers in half. They make satisfactory installations.

We will gladly send you samples of Upson Self-Clinching Fasteners and complete directions for their correct use.



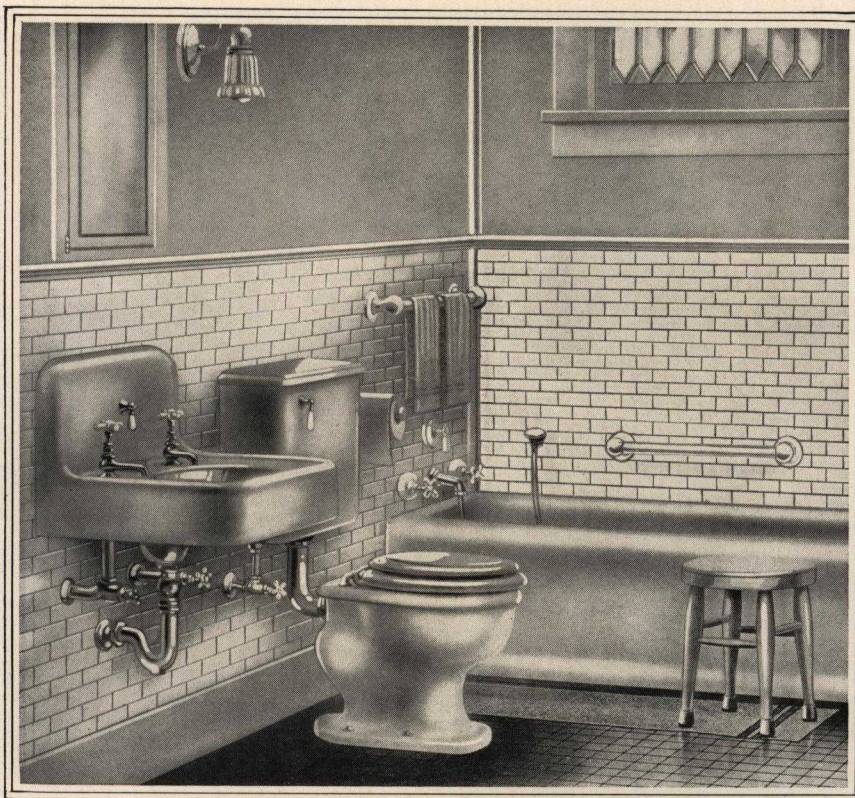
You have often seen dingy bathrooms like this. Although old-fashioned, there are thousands like it all over the country. On the opposite page, see how one bathroom of this type was modernized and made clean, sanitary and attractive by the use of Upson Fibre-Tile and Upson Board.

Upson Fibre-Tile has a better surface for enameling

In the second place, Upson Fibre-Tile has a *distinctive* surface which is smooth and lintless.

Imitations have a fuzzy texture which adds to the difficulty of enameling, as the fibers are raised by the paint just as water raises the grain of wood. Such boards require several coats of flat white with subsequent sanding to get the *smooth* surface for enameling that Upson-Fibre-Tile possesses when it leaves the factory. *Then* they require extra coats of enamel to obtain the smooth, dust-proof surface a good tile surface should have.

Upson Fibre-Tile, therefore, costs but about *half* as much to finish as imitations, since two or three coats of flat white and two coats of enamel will give a porcelain-like finish, whereas other boards usually require as many as four or five undercoats and three or four coats of enamel to obtain a satisfactory enameled surface.



More people will have beautiful bathrooms like this one of Upson Board and Upson Fibre-Tile when they find out how little it costs. A carpenter can do the entire job of Upsonizing in a few days without irritating muss or dirt.

Kiln-cured to minimize expansion and contraction

Every panel of *Blue-Center* Upson Fibre-Tile is SCIENTIFICALLY PROCESSED under the famous and original Upson method.

Unlike some fiber boards which are shipped "green," every panel of Upson Board is KILN-CURED like interior trim, to take out excess moisture and *minimize* expansion and contraction—an important quality for a material to be used in bathrooms. Its durability is proven by the fact that The Upson Company has received less than ten complaints from the millions of feet of Upson Fibre-Tile which have been sold throughout the country and used under every condition.

As in the case of every other Upson innovation that has been brought out during the past ten years, the introduction of the famous Upson Process has brought forth a flood of imitations. But no manufacturer has been able to equal or even approach the results obtained by this exclusive Upson Process. This is indeed a tribute to the originality and leadership of Upson Processed Board, which today stands head and shoulders above competitors.

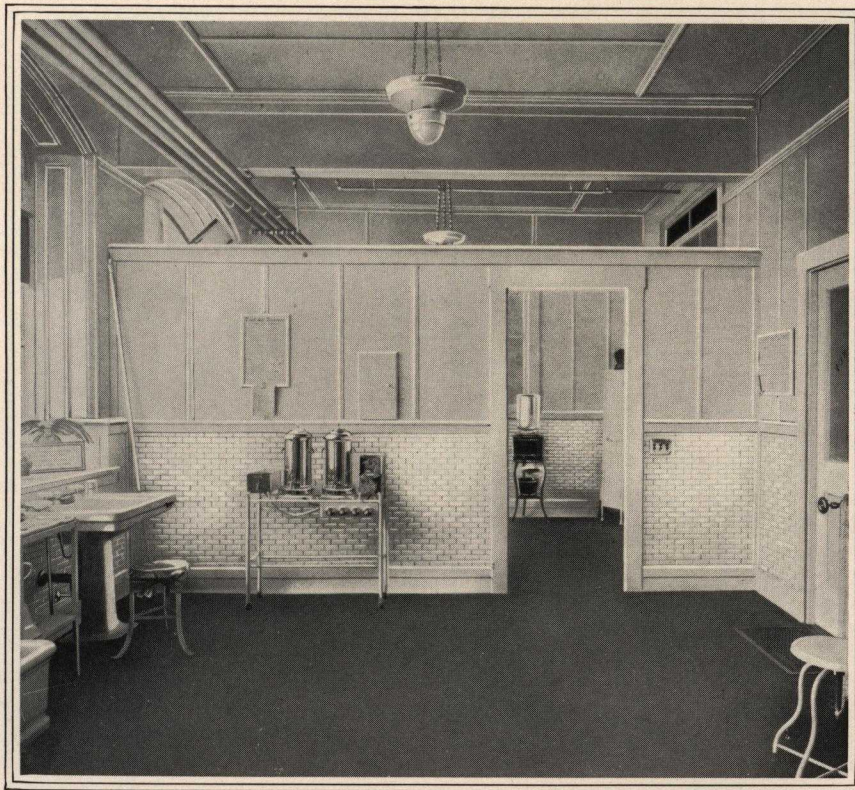


This was an unfinished basement before the carpenter applied the Upson Board ceiling and upper walls and Upson Fibre-Tile wainscot which you now see. Such pleasant surroundings make the usually unpleasant tasks of washing and ironing easier.

Waterproofed with tested oils and gums, not merely wax or paraffin

Every panel of Upson Fibre-Tile is WATERPROOFED with oils and gums, much the same as go into good varnish, which are forced into the board to harden as well as waterproof it. This is another important quality for a material to be used for bathrooms and kitchens—and one which has been unsatisfactorily *imitated*, as Upson Board was the *first* board on the market to be "sealed" or waterproofed. Some fiber boards are waterproofed or "sealed" by the use of wax or paraffin. You can easily tell such boards by pouring a small quantity of water on their surface. When the water stands in round globules or rolls over the board without leaving a trace, you can be fairly certain that wax or paraffin has been used.

But wax and paraffin are not satisfactory materials for a painting base. Neither paint nor enamel will bond satisfactorily on such boards. The enamel may spot, peel and scratch, while the wax may also cause it to "yellow".



Hospitals are big users of Upson Fibre-Tile because of the ease with which it can be kept clean and sanitary. This picture shows an Emergency Room in a large department store. Note how a large room was made into two smaller ones by means of an Upson Board partition.

Surface-filled to reduce painting cost

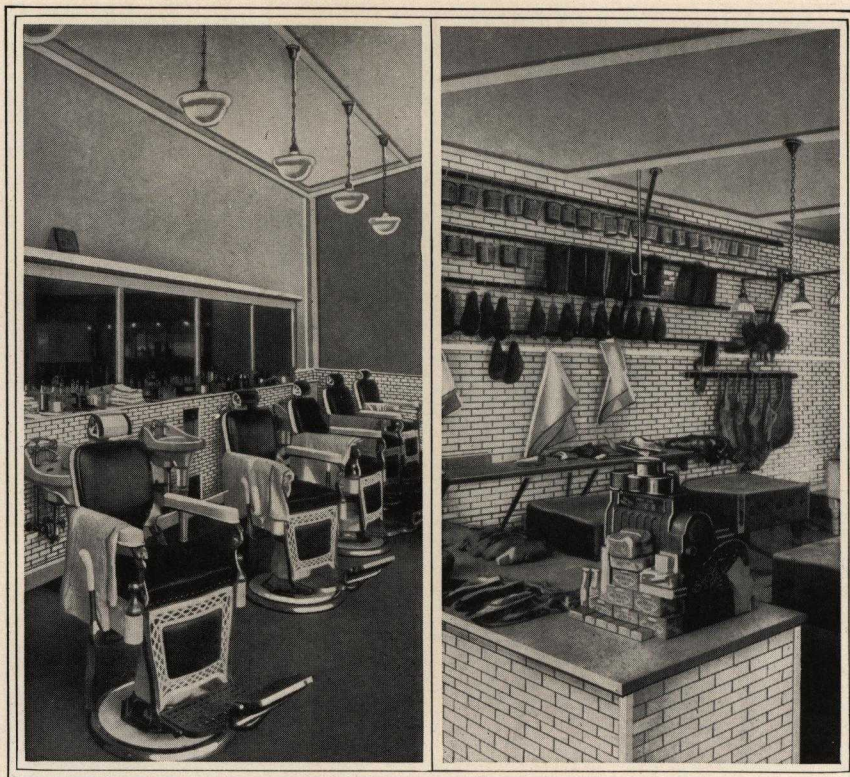
Every panel of Upson Fibre-Tile is SURFACE-FILLED or primed to give it a perfect painting surface. Most boards must have a varnish or shellac sizing coat before painting, which adds at least \$5.00 a thousand square feet to their first cost.

So from the standpoint of economy, Upson Fibre-Tile is the cheapest tile board on the market when applied and enameled. It not only has a *smoother* surface, but its non-absorbent surface takes paint and enamel much more satisfactorily. Its superiority is attested by more than a dozen leading enamel-makers who use Upson Fibre-Tile as the best adapted material to show the quality of their products.

These facts are important for you to remember, because it costs as *much* to apply a cheap tile board as it does **DEPENDABLE** Upson Fibre-Tile—considerably *more* to paint—and the cheaper board is seldom satisfactory when finished.

You can always identify genuine Upson Fibre-Tile or genuine Upson Board by its famous *blue-center*.





Upson Fibre-Tile has a use in nearly every kind of store. It is particularly adapted for use in stores where food products are sold, for Upson Fibre-Tile walls are easily kept clean and inviting.

Upson Fibre-Tile has dozens of uses

In addition to being used for bathrooms and kitchens, in new buildings as well as old, Upson Fibre-Tile makes a splendid lining for any kind of interior where a fresh, bright, cleanable surface is desirable.

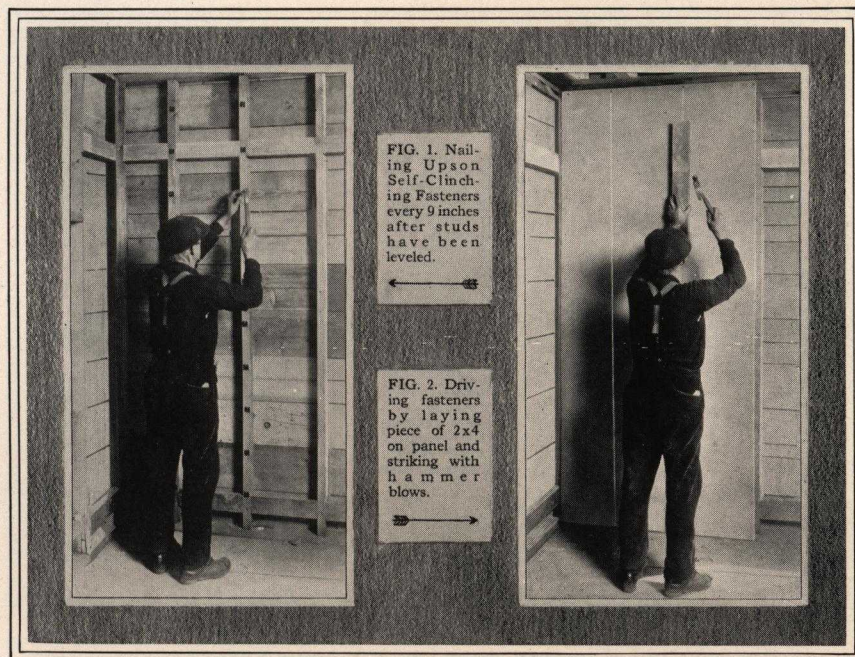
It is used to create an atmosphere of inviting cleanliness in:

Confectionery Stores	Restaurants	Barbershops
Candy Stores	Drug Stores	Bakeries
Laundries	Meat Markets	Hospitals
Doctors' and Dentists' Offices		

Upson Fibre-Tile is also used in stores and factories for washrooms, lavatories, offices and interiors where white, washable walls are essential.

The store display man, too, finds Upson Fibre-Tile invaluable for white enameled backgrounds for the display of fixtures, kitchen utensils and other merchandise; for window displays; signs; cut-outs; model baths and kitchens; exhibits and booths.





WHEN your carpenter applies Upson Fibre-Tile and Upson Board, if it is a new building, there will be no plaster on the walls, and he will work right on the studs. He will first level the studs, so that the board will lay flat when applied. If applied over old plaster, it should also be made level. This he may do by "furring", that is, nailing thin strips of wood on some of the studs or on the plaster in old work, so as to bring the surface up to one level.

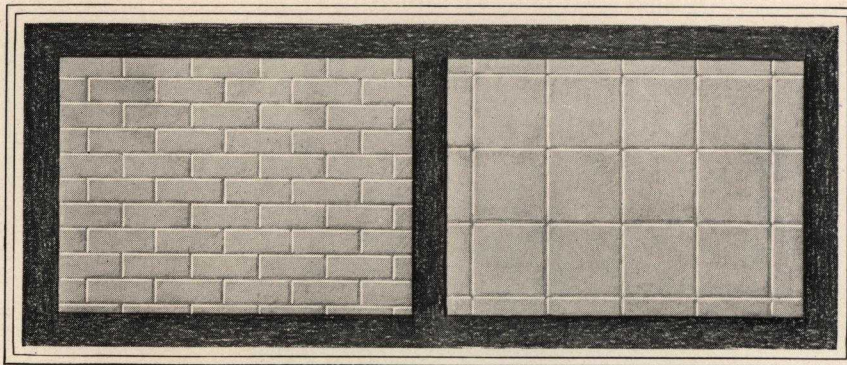
If Upsonizing over old plaster walls, furring strips are first nailed on the plaster and the fasteners are applied to the furring strips.

After this is done, Upson Self-Clinching Fasteners are nailed to intermediate studs 9 inches apart. The panel of wallboard to be applied is then put in place and nailed across the top edge, without pressing the panel hard against the fasteners. After the panel is hung the fasteners are driven home by laying a piece of 2 x 4 on the panel, over the studs, and striking with heavy hammer blows. This operation is shown in Figure 2.

The next step is to nail the edges of the board every 6 inches, $\frac{1}{2}$ inch back from edge allowing about $\frac{1}{4}$ inch between panels. After this the walls should be painted, and enameled in the case of Upson Fibre-Tile, and then the panel strips put on.

Blue Prints of Upsonized Rooms

We shall be glad to send to any prospective user of Upson Board, blue prints showing panel arrangements, and details of the correct application of Upson Board or Upson Fibre-Tile for any room in the house. Your carpenter can easily follow these blue prints in making walls and ceilings of enduring charm. Write our Consumer Service Department for further information regarding this Architectural Service which is offered free to users of Upson Board and Upson Fibre-Tile.



The oblong pattern—4"x1 1/2"—of Upson Fibre-Tile.
Used only as a wainscot

The square pattern—4"x4". Used as a wainscot
or can be run from floor to ceiling

Made in two patterns and several sizes

Upson Fibre-Tile is a scant 1/4 inch in thickness and is made in one width—48 inches—and in the following lengths—6, 7, 8, 9, 10, 12, 14, and 16 feet. It is made in two patterns, oblong and square as shown.

Dealers everywhere sell Upson Fibre-Tile

Responsible dealers who value their reputation and who seek the good will of their trade, everywhere handle Upson Fibre-Tile.

If you know of no local dealer handling Upson Fibre-Tile and Upson PROCESSED Board, the makers will gladly send you samples of both and tell you where you can get them in your locality.

The famous Upson line

A quality, thickness and size for every conceivable purpose—the most complete line of fiber boards on the market.

3-16 in. Upson Processed Board

Known as the most DEPENDABLE board with the splendid record of less than one complaint to every 5,000,000 feet sold and used.

Made 32, 48 and 64 in. in width and 6, 7, 8, 9, 10, 12, 14, and 16 feet long. This thickness always shipped unless another thickness is specified.

Upson Fibre-Strips

Used for paneling in covering the seams of Upson Board. Especially adapted where inconspicuous paneling is desired.

Made in two widths; 2 and 3 in. wide; in three thicknesses 3/16, 1/4, and 3/8 in.; and in eight lengths, 6, 7, 8, 9, 10, 12, 14, and 16 feet long.

Samples of any Upson Product, with descriptive matter, gladly sent on request.

Upson Fibre-Tile

The snow-white lining for bathrooms, kitchens, stores and factories.

Other Thicknesses of Upson Board

Upson Board is also made in one width—48 in.—in thicknesses of 1/8, 1/4 and 3/8 in. The Upson line, therefore, offers a board for every conceivable purpose!

Upson Self-Clinching Fasteners are put up 100 to a carton, enough to apply 175 square feet of Upson Board. Sufficient Upson In-to-Stay Nails for applying the Fasteners are also enclosed in each package. In each package is a booklet giving complete directions for the correct application of Upson Board by means of the Upson Self-Clinching Fastener.

Cartons are packed 24 and 48 to the container.

THE UPSON COMPANY, Fibre Board Authorities, Lockport, N.Y.



